Research on Tourism Marketing Strategy Based on the Portrait of Wenyi Qingnian Tourist Group

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ABSTRACT

Precise marketing is one of the trends for the service industry, it means nowadays, many consumers are keen on personalized as well as diversified consuming experience. When it comes to the tourism industry, there are a lot of examples of precise marketing, like *wenyi tourist destinations* have gained popularity on social media in recent years, many tourist destinations and enterprises try to attract target guest groups with the label of *wenyi* image, but there are few papers studying on the target consumer groups of this kind of destinations. In this paper, the research team captured the network text from Zhihu, a popular ChineseQ&A platform, and analysed the self-portrait of the target group of the *wenyi destination* systematically. The coding results reveal that there are many outstanding characteristics of *wenyi qingnian* in both behavior(237) and psychology(193), providing a reference for relative tourist destinations' precise marketing strategies which are aimed at their target customer group.

Keywords: Destination self-consistency, network text analysis, wenyi qingnian, customer group portrait

1. INTRODUCTION

"*Wenyi Qingnian*", or "*Chinese hipster*", is a unique cultural group in China. However, though hipsters in the western culture and *wenyi qingnian* in Chinese culture may share some similarities, there are still some significant differences between the two groups, since they are different cultural phenomenon constructed in different cultural context. In the practice of tourism destination marketing, *wenqing* has become an important customer group. For example, Qingdao's 2021 government work report clearly pointed out that the future target customer group will be oriented to four different groups, including *wenyi qingnian*. The concept of "*wenyi tourism destination*" has become more and more familiar to the public, and this kind of destination has become a new marketing and publicity direction for tourism managers. In the Report of the First Half of 2021, going to the "*wenyi destinations*" ranked the top in all sorts of cultural consumption activities. However, empirical research on the psychology and behaviors of the target customer group of *wenyi* tourism destinations is still scarce. In this passage, our research team will portray the self-portrait of their target customer group called *wenyi qingnian* with the help of big data to obtain the accurate dimensions of self-perception, which can help tourist destinations to identify their target

consumers, and design specific marketing strategies for them.

2. THE BACKGROUND OF RELATIVE THEORY

According to self-coordination theory, there is consistency between the tourist destination personality and the visitor's self-concept, and consumers prefer the brand personality consistent with their own personality[1]. The higher the consistency is, the higher the probability that consumers will be willing to purchase the product[2]. Chon introduced "self-consistency" into tourism context first, verifying the relationship between self-consistency and tourist satisfaction with real and ideal self-consistency[3].Some subsequent researches have studied the mechanism of self-consistency on travel behaviors, such as the four self-consistency which meet four different types of individual self-motivation needs proposed by Sirgy and Su[4]; self-consistency is an important variable in decision-making when choosing a tourist destination[5]; tourist's destination-self-consistency can serve as an important variable in predicting tourist behavior tendency[6], and influence the loyalty[7] and attachment [8]of tourist destination. When it comes to the mechanism of tourist destination trust, self-consistency and functional consistency have shown their

positive effects on the formation of tourist-destination reciprocity, place attachment and loyalty[9].

3. METHODS AND MATERIALS

Qualitative analysis can often conduct a deep and detailed exploration of an ignored or complex social phenomenon, and put forward new theories, concepts and questions. Since *wenyi qingnian* hasn't been discussed a lot in recent studies, our research team choose this way and use Nvivo11. 0 software to encode and analyse the text, in order to summarize the self-portrait of *wenyi qingnian* groups from multiple dimensions.

3.1. Data collection and collation

To ensure the effectiveness and reliability of the network text, the well-known knowledge sharing platform Zhihu was selected as the text source. With the key words like "the sense of *weny*", "the style of *weny*"and "*wenyi qingnian*", researchers captured the related question titles and answers from early May 2011 to late September 2020.To start with, the texts captured from Zhihu contained 358 relative question titles and 33,733 text answers. After filtering the data, which means excluding the titles obviously irrelated to the keywords aboveand the invalid answers, 47 effective text and 5126 answers, a total of 936,783 words are formed, ensuring both the quantity and the quality of text, so that corpus to build the portraits of *"wenyi qingnian"* can be guaranteed. Before coding, with reference to some

relevant researches, for example, Li Biao did the research of "Portrait Sketch of Weibo Opinion Leaders Group" according to the OLG's personality traits and behaviors[10], what's more some descriptions from literary works always create characters through psychological and behavioral activities, so the researchers preliminarily determined the 2 fundamental features including explicit features and psychological activity.

3.2. Network text coding

Firstly, the study extracted the expression like "I think I am a wenyi qingnian" that can be obviously identified. Then four trained coders coded the text step by step. In the first stage, an open, back-to-back, sentence-by-sentence coding method was adopted. To get the original expressions, four coders conceptualized each meaningful description of external image, psychological and behavioral characteristics. At the end of this stage, 138 basic concepts are formed.

The second stage adopted axial coding, which means with the principle of consistency, the researchers integrated and classified the specific concepts extracted from the first stage into more abstract expressions, then the researchers got 10 key concepts; at the third stage the four encoders identify 4 secondary dimensions according to the key concepts.

4. ENCODING RESULTS

Table 1. *Wenyi qingnian* coding results

Fundamental Category	Frequency	Secondary Dimension	Frequency	Key Concept	Frequency
A1 Explicit features	237	B1 Appearance and clothing	18	C1 Appearance	4
				C2 Clothing	14
		B2 Behavioral pattern	219	C3 Travel preference	20
				C4 Daily life	19
				C5 Art preference	150
				C6 Social networking	20
A2 Psychological activity	193	B3 Moods and emotions	120	C7 Positive	82
				C8 Negative	38
		B4 Psychological needs	73	C9 Functional needs	35
				C10 Emotional needs	38

4.1. Explicit feature

4.1.1. Appearance and clothing

Wenyi qingnian have typical external image. The top 3 words are "hair dyeing", "don't care about appearance" and "with long hair", and the top three words of clothing are "cotton and linen products", "cloth

shirt" and "retro". Statements are like: "People around me always call me *wenyi qingnian*, I'm quite happy, but they say I look very unfashionable, I am just frugal though."

4.1.2. Behavioral pattern

The top 3 terms of travel preference are "Tibet", "enjoy folk customs" and "Lijiang". Statements are like:

"I am a *wenyi qingnian*, I like reading, writing, watching movies, if there is an opportunity, I want to travel around the world, and to enjoy Namtso in Tibet, Cangshan and Erhai Lake in Dali."

The top three words in daily life are "enjoy nature", "drink wine" and "drink coffee". Expression such as: "I am a *wenyi qingnian*, I feel sad for the fallen leaves, I will be touched by the young bud blooming in the early spring ."

In art preference, the first three words are "love reading", "immersed in the music world", "creative" (literature, music). Expression are like "I think I'm *wenyi* enough since I play the guitar, listen to ballads and indie pop music, enjoy the works of Han Han, a famous Chinese writer."

In social networking, the top three words are "posting words", "sharing literature" and "music". "I am half a *wenyi qingnian*. Since the age of 14, I've written many modern poetry, essays, novels and ancient poetry."

4.2. Psychological activity

4.2.1. Moods and emotions

The first three words of positive emotions are "fraternity and tolerance", "self-enjoyment", and "freedom". for example, "If someone asks me about whether I will stick to be *wenyi qingnian*, I will say sure, I will never change until I die."

The first three words of negative emotions are "gloomy and pessimistic", "fear of failure" "ashamed" like "I don't dare to say that I am a *Wenqing*."

4.2.2. Psychological needs

The three words with the highest frequency of emotional needs are "seeking emotional catharsis", "seeking comfort and "seeking pillar of spirit". For example, someone mentioned: "In a world that is too impetuous, only immersing in our own literary world can calm we down."

The three words that functional needs are to "improve oneself", "create a self-image" and "pursue spiritual experience". For example, "I just want to prevent myself from being boring."

5.DISCUSSIONS

The current research is based on the theory of self-consistency, and through portrait depiction helps people to better perceive *wenyi qingnian*. We predict and find that visitors are more attractive when one's inner and outer self-expression style matches the style in that destination.The results of our coding findings provide corresponding theoretical and practical significance for *wenyi qingnian*.

5.1. Theoretical implication

Firstly, the identified portraits of *wenyi qingnian* have certain inspirations for the subsequent of measurement scales for this kind of group, making up for the lack of previous research on *wenyi qingnian*, and can clarify the boundary between wenqing and other cultural groups. Secondly,with the theory of self-consistency, the behavioral characteristics of *wenyi qingnian* are mapped to the *wenyi* tourism destinations, which can strengthen the explanation of this theory. It is also consistent with the coding results: *wenyi qingnian* have various behavioral characteristics including not only external pursuits, but also internal satisfaction, which means tourism should not only pay attention to superficial sightseeing tourism, but also to unforgettable tourism experience.

5.2. Managerial implication

To start with, identify the main characteristics of them can be crucial. For example, art preference is the most outstanding trait of *wenyi qingnian*. So destination managers can pay attention to typical "symbols *of wenyi*", using existing resources and environment to construct *wenyi* IP, holding more art exhibitions, to strengthen *wenyi qingnian*'s perception of the destination's *wenyi* attributes. Additionally, the positive components of this subculture should be appropriately guided, in order to be symbolized in a healthy and positive way and build a positive group image.

Besides, apply circle marketing strategy and information sharing behavior or precise advertisement among tourists. When communicating, people tend to form different circles naturally. Matching through self-consistency will make them more loyal and satisfied with tourist destination, so the marketers can send information or advertisements of tourist destinations that the consumers may be interested in to them precisely. What's more, by supporting the sharing behaviors among the group, the image of the tourist destination can be brought to the potential user group in this cultural circle, improving the tourist destination's reputation and then stimulating the potential consumers to take actual tourism actions. According to the coding results, *wenqing* will use online platforms such as Douban(an online forum in China). Managers can make good use of such platforms to make joint marketing effort as well as to meet the demand of *wenyi qingnian* group' self-perception.

What's more, combine the external form and internal experience of tourism products and try to occupy a new niche market. In the short run, the competition in the tourism market is pretty fierce, tourist destinations have to provide different services or products to satisfy the customer group. For example, according to the coding results, the *wenyi qingnian* group pursue external beauty

as well as the inner one. Destination organizers should think about how to make tourists feel pleased and refreshed from both internal and external perspectives. In the long run, however, tourist destinations should be good at exploring market opportunities and opening up new markets by making good use of the coding results. For example, through symbolized depictions of *wenyi qingnian*, enterprises can know about important characteristics of behaviors or consumer preferences of this group. Important as these characters are, enterprises should have a keener insight into this segmented market, and explore market opportunities.

6. CONCLUSIONS

This study shows that *wenyi qingnian* can understand from two main concepts, intrinsic and external. The external artistic preference seems to dominate, which is also in line with people's cognition of *Wenqing*. Today, tourism and destinations are facing new challenges of constantly personalized people's needs, and identifying the types of different customers can help destinations communicate with better goals. These present findings may be a starting point to develop people's better understanding of *Wenqing*.

To depict the portraits of *Wenqing* accurately, the research team captured the network text from Zhihu, and analysed the self-portrait of *wenyi qingnian* with Nvivo11.0 software. The results can systematically enrich the tourism segment research by identifying the dimensions of *wenqing*.

According to the coding results, the fundamental category includes A1, A2. A1: Explicit features, including B1: Appearance and clothing, B2: Behavioral pattern, A2: psychological activities, it includes B3: Moods and emotions, B4: Psychological needs; C1: Appearance, C2: Clothing, C3: Travel preference, C4: Daily life, C5: Art preference, C6: Social networking, C7: Positive moods/emotions, C8: Negative mood/emotion, C9: Functional needs, C10: Emotional needs. Table 1 for details.

7. LIMITATIONS AND SUGGESTIONS

There are still some limitations in this passage: First, This research only involves self-portraits of *wenyi qingnian*. But to shape a clearer portrait of them, more perspectives from the outside should be considered. In addition, in terms of material sources, there is a lack of direct materials like interview results. What's more, in this research, qualitative method is used, which is relatively subjective and flexible. So the results may be not so accurate enough, leading to the universality and effectiveness of the portraits of *wenyi qingnian*, so quantitative methods can be added to test the dimensional structure's reliability.

AUTHORS' INFORMATION

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